

Referral Lists

Market your business direct to Brides-to-Be with the London North East Wedding Guide referral lists

- **Either:** Market your business direct to customers looking for your services right across the region - when and how you choose
- **Or:** Select by date and area to target particular customers you want to attract - i.e. Spend your efforts on the exact customers who fit your marketing criteria.
- All Brides-to-Be on the list have already received a copy of The Wedding Guide containing your information - you are not making cold calls.

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Id	Wedding Date			Town of <u>Wedding</u>	Title	First Name	Surname	House, Street	Address 2	Town	County	Post Code	Telephone	E-mail	Brides Requiring Flowers
	Day	Month	Year												
22	9	9	2008	Hertford	Miss	Jennifer	Smith	2 Colne Close		St Albans	Herts	AL2 1AH	07945 53380	Jensmith@hotmail.com	1
23	15	10	2008	Abroad	Miss	Georgina	Brown	56 Turner Road		Enfield		EN3 6FN	07558 53929		1
24	18	12	2008	Harrogate	Miss	Lindsey	Jones	35 Mildmay Grove		London		N2 4NA	07956 42571	Lj@yahoo.co.uk	1
25	29	12	2008	Sawbridgeworth	Miss	Mary	East	33 Urban Road		Bishop's Stortford	Herts	CM23 5RF	01279 58658	maryeast@aol.com	1

Key Details

- **E-mail Addresses:** Lists are available to purchase either **with or without email addresses**.
- **Data Protection:** This information is only supplied to a limited number of contracted suppliers and is protected under copyright and licensed under the Data Protection Act to Wedding Guide Ltd.
- **Numbers of Registrations:** An average of 2000 registrations per year over the last 3 years in the London North East area. National lists are also available.
- **Supply:** The London North East Wedding Guide marketing lists are supplied 12 times a year, by email. Duplicates are removed between months (subject to computer limitations and human oversight) so each list is completely new. The lists form a powerful resource for the whole region with which to build your marketing database.

The whole list is supplied for over 30 categories of services. The '1' shows that this category was not booked at the time the Bride-to-Be entered the draw.

More Details:

WPP
213 Beauchamps Drive
Wickford
Essex SS11 8NS
01268 769999
info@theweddingguide.co.uk

Interesting fact:

Over a 12 month period, under half the registrations were for the current year, more than half were for the following year and beyond.

I.e. This resource is full of potential customers and future business.